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**THE FACTORS INFLUENCING  
PURCHASE INTENTION OF COSMETIC PRODUCTS  
AMONG FEMALE CONSUMERS  
IN PETALING JAYA**



**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
in Partial Fulfillment of the Requirement for the Master of Science (Management)**





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## ABSTRACT

The increasing of the globalization causes the more intense of the competition among cosmetic industry players. In addition, technology advancement such as internet and television change the consumer's lifestyle and preferences. These situations require the business practitioners to formulize the right business strategy to gain more market share. There are many factors that can be focused on; one of them is the consumer behavior. Understanding the consumer behavior is one of the fundamental areas that should be concerned when deciding the right business strategy. The main objective of this research is to examine the factors influencing the consumers purchase intention towards cosmetic products among female consumers in the Petaling Jaya. Theory of Reasoned Action (TRA) is one of underpinning theory used in this research with two additional variables added on as additional factors. Thus, the scope of this research investigates four independent variables which affect the purchase intention on cosmetic products which are attitude, subjective norm, consumer innovativeness and brand awareness. Data were collected from 385 respondents, specifically female consumers in Petaling Jaya. The reliability analysis using Cronbach's Alpha indicates that all scale items were proven reliable. The relationship between independent and dependent variables is measured using Correlation Analysis which indicates that all independent variables have the relationship toward the purchase intention. Furthermore, the result also shows that purchase intention is most influenced by consumer innovativeness, followed by attitude and lastly by brand awareness; while the subjective norm does not influence the purchase intention significantly. The result of this study may contribute to the existing literature review and provide the industry players the information how the factors investigated in this research influence consumer' purchase intention in order for them to develop effective business strategy.

**Keywords:** *consumer purchase intention, cosmetic, theory of reasoned action (TRA), consumer behaviour*

## ABSTRAK

Peningkatan globalisasi menyebabkan persaingan lebih kuat di kalangan pemain industri kosmetik. Di samping itu, kemajuan teknologi seperti internet dan televisyen mengubah gaya hidup dan keutamaan pengguna. Situasi ini memerlukan pengamal-pengamal perniagaan untuk menerapkan strategi perniagaan yang betul untuk mendapatkan lebih banyak pasaran. Terdapat banyak faktor yang boleh difokuskan; salah satunya ialah tingkah laku pengguna. Memahami tingkah laku pengguna merupakan salah satu bahagian asas yang seharusnya di beri tumpuan apabila membuat keputusan strategi perniagaan yang betul. Objektif utama kajian ini adalah untuk menilai faktor-faktor yang mempengaruhi niat atau keinginan membeli produk kosmetik di kalangan pengguna perempuan di Petaling Jaya. Kajian ini mengkaji empat faktor yang mempengaruhi keinginan membeli produk kosmetik iaitu sikap, norma subjektif, inovasi pengguna dan kesedaran jenama. Data untuk kajian ini diperoleh daripada 385 responden secara khusus pengguna perempuan di Petaling Jaya. Ujian kebolehpercayaan menggunakan Cronbach's Alpha menunjukkan semua item skala yang digunakan dalam kajian ini mencapai tahap kebolehpercayaan yang munasabah. Hubungan di antara pembolehubah bebas dan pembolehubah bersandar diukur menggunakan analisis korelasi yang menunjukkan bahawa semua pembolehubah bebas mempunyai hubungan terhadap niat membeli. Selain itu, keputusan juga menunjukkan bahawa niat pembelian dipengaruhi oleh inovasi pengguna, diikuti oleh sikap pengguna dan akhir sekali oleh kesedaran jenama; manakala norma subjektif tidak mempengaruhi niat membeli dengan ketara. Hasil daripada kajian ini boleh menyumbang kepada kajian literatur yang sedia ada dan menyediakan maklumat kepada pengamal-pengamal industri bagaimana faktor-faktor yang dikaji dalam kajian ini mempengaruhi niat pembelian pengguna untuk membuat strategi perniagaan yang berkesan.

**Kata kunci:** *niat membeli, produk, kosmetik, Teori Aksi Bersebab (TRA), gelagat pengguna*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Generally, we can state that nobody in this world can live without cosmetic nowadays. Cosmetic covers wide range of definition which not only limited on products applied on face but includes the toiletries and personal care range as well. In this section, some background of the study such as the transformation of cosmetic usage, the significance growth of cosmetic market, the increasing of cosmetic industry players, and options on the distribution channels will be elaborated in the next discussion.

Transformation of cosmetic usage — The cosmetic usage was started from the Egypt's ancient who used cosmetic to indicate the social strata. However, nowadays the cosmetic become daily routine or basic needs by everyone regardless age or gender. Since its very beginning stage of the cosmetic industry from 20<sup>th</sup> century, the cosmetic still become multi-billion dollars business until now and surprisingly it is one of the business which less affected by economic downturn.

The significance growth of cosmetic market — The Malaysia cosmetic' market is growing very fast. In 2015, the volume of trade in personal care and cosmetics led to around US\$ 2.24 billion where the biggest market share is on skin care products (including sunblock and after-sun block products) with total import value of US\$ 292

million. Lastly, cosmetic and toilet preparations follow with total import of US\$ 109 million, including shaving, bath preparations and deodorants (International Trade Administration, 2016).

The increasing of cosmetic industry players — There are many cosmetic products' exporter to Malaysia which are dominance by China, Thailand, France, European Union (EU), US, South Korea and Japan. Besides relying on products from overseas, the local manufacturers are recently growing fast, either produce their own brands or engage with private label manufacturer which allow having their own brand without having to have their own factory. There are 210 cosmetics producers in Malaysia, including MNCs and local cosmetics businesses, which comply with the requirements of Good Manufacturing Practices (GMP) in compliance with the ASEAN Cosmetics Guidelines (International Trade Administration, 2016).

Variations on the distribution channels — As distribution method, the cosmetic and personal care are majorly distributed in store-based retailing including small groceries, hypermarkets/supermarkets (Swidi, Wie, Hassan, Al-Hosam, & Kassim, 2010). Besides, other channel which non-store retailer via direct-selling channel is become popular among cosmetic market, one of the industry players using this channel is Am Way. In additional, internet such as social media is now become very powerful channel to market and distribute the products apart the physical stores.

In other words, the cosmetic market is predicted to continuously growth in the next coming years. It promises the potential business for both local and international



manufacturers in the future, especially in Malaysia. As result, more intense competition among the market players in the cosmetic industry.

#### 1.1.1 Cosmetic History and Background

The cosmetic become daily routine for everyone nowadays regardless women or men, young or old. They use cosmetic for different purpose either to change or enhance appearance or improve their health. There are a lot of cosmetic outlets and also online channels which offer various cosmetic products to consumers.

The cosmetic itself began from Egyptian who used the cosmetic for hygiene and health purpose. They used fragrant oils and ointment for sanitary purposes, softening their skin and masking the odor of the body. They also used various ingredients from flowers as perfume for the religious rituals. Cosmetic in Middle East is influenced by Islam which has set a number of rule thumbs relates with pureness and cleanliness. This is stated in the Quran itself –“For Allah loves those who turn to Him constantly and He loves those who keep themselves pure and clean.” (Surah Al-Baqarah [2:222]). However, there are some areas where Islam forbids the use of cosmetic. Differently in China, women used Arabic gum, gelatin, beeswax, and egg to colour their nails as representation of their society class. While in India, Henna is used as a hair coloring and also in the wedding ceremony to paint their hands and feet. In conclusion, different countries have their own history of cosmetic.

According to ASEAN cosmetic Association on the Guidelines for Control of cosmetic Products, the definition of cosmetic products is referring as below:

–any substance or preparation intended to be placed in contact with various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them or keeping them in good condition.”

Based on the description of the cosmetic above, all products which are used on whole external part of body can be categorized as cosmetic, so it's not only limited on the face. They include wide range of product category not only limited for faces applying but also other parts of body such as toilet soaps, deodorant, perfumes, hair care products, products for waving, straightening and fixing, shampoos, body lotions, anti-wrinkle, whitening products and many more.

In Malaysia, the cosmetic are controlled under the Sale of Drugs Act 1952 (Revised 1989) and the Control of Drugs and cosmetic Regulations 1984 (amendment 2009).

The table below shows the Top Ten (10) leading cosmetic firms in 2018 by Technavio Consulting Company in the world.

**Table 1.1: Top 10 Leading Cosmetic Firms in the World 2018**

No	Company Name	HQ	Products
1	L'Oréal	France	L'Oréal Paris, Garnier, Maybelline New York, Softsheen. Luxury brands lines: Lancôme, Giorgio Armani, Yves Saint Laurent, and Kiehl's, etc
2	Unilever	London	Axe/Lynx, Dove, Lifebuoy, Pond's, Close-Up, TRESemmé, Suave, Sunsilk, and Vaseline
3	Estée Lauder	U.S	AERIN, BECCA, Bobbi Brown Clinique, Darphin Estée Lauder, GLAMGLOW La Mer Lab Series MAC cosmetic Origins Prescriptives Smashbox Too Faced[24] Tom Ford Beauty
4	Proctor and Gamble (P&G)	U.S	Aussie, Gillette, Head & Shoulders, Herbal Essences, Ivory, Olay, Old Spice, Pantene, Safeguard, Secret, Crest, Oral-B, Scope, Art of Shaving and more
5	Coty	U.S	Adidas, Clairol, CoverGirl, David Beckham, Katy Perry, Max Factor, Rimmel, Sally Hansen and Wella. Luxury brands lines: Marc Jacobs, Calvin Klein, Chloé, Gucci, Hugo Boss, and Philosophy.
6	Shiseido	Japan	Shiseido, Za, Senka, Anessa, Sea Breeze, Nars, and Bare Essentials.
7	Beiersdorf	Germany	Nivea, Eucerin, Labello, Florena, and La Prairie
8	Johnson & Johnson	U.S	Johnson's Baby, Neutrogena, Aveeno, and Listerine.
9	Amore Pacific	South Korea	Sulwhasoo, Laneige, Mamonde, Innisfree, Etude, Lolita Lempicka, Annick Goutal.
10	Kao corporation	Japan	Bioré, Jergens, John Frieda, and Goldwell

Source: Top 10 leading cosmetic manufacturers in the World 2018 - technavio.com  
(<https://blog.technavio.com/blog/top-10-cosmetic-companies>).

## 1.2 Problem Statement

In this section, some of the key factors which lead the researcher to identify the statement of the problems in this research are discussed. The key factors namely as globalization, technology, modernization and urbanization, and GDP growth are identified as elements which trigger the shifting of the consumer behavior.

Globalization — Globalization affects various industries including cosmetic industry in many aspects. According to Swidi *et. al.* (2010), globalization make the world as open market for worldwide companies which cause market dominated by big players and price is determined globally. As result, a tighter competition for SME especially for local manufacturers. As conclusion, the globalization affects industries in many ways in both developed and developing countries. Specifically, the globalization also affects the consumer attitude towards utilizing of cosmetic products. The trend does not remain the same as compared with previous years. Personal grooming is now becoming key importance things for women especially working women, while those with greater incomes are intriguing to buy premium/branded cosmetic products.

Modernisation and Urbanisation — Besides, modernisation and urbanisation affect the consumers' lifestyle as well. For example the demand for more convenience and functional products and the ability to pay premium brands as well. Modernisation and urbanisation offered the increasing of living standard and personal income especially developing countries, for example consumers below 30 tend to pay more money for personal care and cosmetic (Blomert, 2009). The others impact of modernisation and urbanisation is the increasing of tourism and mobility make consumers more aware what they products or services they want.

GDP growth — In the Malaysia context, with the 5% GDP real growth in 2017, it provides positive sign of Malaysia's economy which also indicates the increasing of purchasing power of consumers in Malaysia. When individual think they have more money, there will be more tendency to buy variety of the products especially for working women which is the major consumers of this industry.

Technology — Previous years back, the cosmetic industry in Malaysia is dominance by multinational company (MNC) especially from Europe and US. However, with the drastic changes of marketing strategy through the internet and other marketing media, the consumer's preferences are started shifted to the local brands. Besides that, the wave of K-Pop trend especially through internet and television also influences youngsters which have tendency to choose products from Korea. This trend influences almost cities in Malaysia, including Petaling Jaya where this research is conducted.

Petaling Jaya is one of the sub-districts under Selangor state. The Selangor state itself consists of nine districts which are Gombak, Hulu Langat, Hulu Selangor, Klang, Kuala Langat, Kuala Selangor, Petaling, Sabak Bernam, and Sepang. The Petaling Jaya is covered under Petaling district with the total population of more than 619,925 people. Petaling Jaya is now recognized as satellite city with prominent growth in Selangor. As result of population growth and expansion of businesses, the public and private sectors started investing multi billion ringgit to develop the infrastructure and amenities in Petaling Jaya such as shopping malls, hotels and other entertainment centers. Specifically, for cosmetic industry players both local and MNCs, this area become one of the potential markets which provide important target market.

Based on the discussion above, the factors highlighted such as globalization, technology, modernization and urbanization, and growth of GDP triggers the shifting of consumer behavior directly or indirectly. For example, globalization change the consumer attitude toward cosmetic products. The availability of broad range of cosmetic brands in the market indicates the consumers acceptance toward this product.

Besides, the internet and television for example, promotes the innovativeness of consumer to try new product. As other impact, social media indirectly give pressure to individual to ensure his/her appearance comply with the surroundings or current trends which can be called as subjective norm. The other factor which is modernization and urbanization make consumer more aware about the various available brands across different region. They tend to buy products which are familiar for them.

As conclusions, the factors discussed above directly or indirectly impact the consumer behavior. Thus, understanding the consumer behavior is one of the key factors to be evaluated by the marketers to start developing the right business strategy. According to Wu, Yeh & Hsiao (2011) intention to buy is used as an indicator to predict consumer behavior. The intention to purchase is influenced by several factors. According to Theory of Reasoned Action by Martin Fishbein and Icek Ajzen (1967) the behavioral intention is influenced by attitude towards the act and subjective norm (how others think). As addition, previous research also indicates that consumer innovativeness (Venkatraman, 1991) and brand awareness (Malik *et. al.*, 2013) is other factors which influencing the intention to purchase new product. There are



numerous previous researches conducted in outside Malaysia in this area. However, there are limited researches in Malaysia which focus on the consumer intention toward cosmetic products. Thus, this topic is selected to justify the existing research gap and may contribute as additional references especially in Malaysia context.

### **1.3 Research Questions**

For this study, the research questions are as follows.

- RQ1: What is the level of purchase intention among female consumer toward cosmetic products in Petaling Jaya?
- RQ2. Does attitude have relationship with purchase intention toward cosmetic products among female consumers in Petaling Jaya?
- RQ3. Does subjective norm relate to purchase intention toward cosmetic products among female consumers in Petaling Jaya?
- RQ4. Does consumer innovativeness have relationship with the purchase intention toward cosmetic products among female consumers in Petaling Jaya?
- RQ5. Does brand awareness have relationship with cosmetic products' purchase intention between female consumers in Petaling Jaya?
- RQ6. What is the effect of attitude, subjective norm, customer innovativeness and brand awareness toward purchase intention of cosmetic products among female consumers in Petaling Jaya?

#### **1.4 Research Objectives**

The research's objectives, based on the background of the study and the problem statement above, is as follows:

- RO1. To identify the level of intention to purchase cosmetic products among female consumer in Petaling Jaya.
- RO2. To examine the relationship of attitude on purchase intention on cosmetic products among female consumers in Petaling Jaya.
- RO3. To examine the relationship of subjective norm and intention to purchase cosmetic products among female consumers in Petaling Jaya.
- RO4. To determine the relationship of consumer innovativeness on customer purchase intention on cosmetic products among female consumers in Petaling Jaya.
- RO5. To investigate the relationship of brand awareness toward intention to purchase cosmetic products among female consumers in Petaling Jaya.
- RO6. There is an effect of attitude, subjective norm, customer innovativeness and brand awareness on purchase intention of cosmetic products among female consumers in Petaling Jaya.

## **1.5 Scope and Limitations of the Study**

This study is carried out primarily in the Petaling Jaya, Malaysia where it is one of developed city which is used a satellite township for Kuala Lumpur with total population more than 600.000 people. The respondents who involved in this research are limited on female consumers between 18 – 54 years old which predicted are actively using various cosmetic products.

This research emphasize on measuring the factors which will influence the consumer's purchase intention on cosmetic products. The dependent variables are limited only on attitude, subjective norm, customer innovativeness and brand awareness which measure the dependent variable which is purchase intention. This research is cross sectional where data gathered at one single point of time.

## **1.6 Definition of Key Terms**

This section discusses on the definition of key terms used in this paper including the dependent and independent variables as well. The definition is extracted from existing literature review in the Chapter 2.

### **1.6.1 Purchase Intention**

Purchase intention can be defined as possibility of consumers' willingness of purchasing some specific products (Dodds, Monroe, & Grewal, 1991).

#### 1.6.2 Attitude

Attitude is a function of the object's convictions and the implicit evaluative reactions connected with those convictions (Fishbein, 1963).

#### 1.6.3 Subjective Norm

The subjective norm is described by convictions as to what particular significant others believe they should do and how determined they are to conform to the other significant norms (Trafimow & Finley, 1996).

#### 1.6.4 Consumer Innovativeness

The consumer innovativeness can be defined as a more frequent and quicker tendency to buy new products than other customers. (Midgley & Dowling, 1978).

#### 1.6.5 Brand Awareness

Brand awareness shows the capacity of customers to recognize and memorize a brand in a specific category of products. He further states that this will be used when choosing whether to buy the product or service in a particular category of products (Aaker, 1991).

#### 1.6.6 Cosmetic Products

Cosmetic products are defined as “any substance or preparation intended to be placed in contact with various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them or keeping them in good condition” (International Trade Administration, 2016).

### 1.7 Organization of the Thesis

This research paper consists of five (5) chapters:

Chapter One presents an overview of the entire research study that includes the background of the study, statements of problem of the research, the questions of the research, objectives of the research, limitation and the scope of the study and ultimately the definition of key terms in this study.

Chapter Two comprises the previous literature which depicts the concept and the theory of independent variables which consist of attitude, subjective norm, consumer innovativeness, and brand awareness toward dependent variable which is purchase intention.

Chapter Three elaborates about the methodology of the research which covers of the framework of the research, development of the hypotheses with support from previous literatures, design of the research, definition of each variable, measurement of both

independent and dependent variables, the procedure of data collection and data analysis technique.

Chapter Four discuss presents the analysis, findings and discussion on this research which is based on statistical results of SPSS.

Chapter Five discusses the overview of the study, discussion of the findings, research implications, limitation identified in the study and research direction in the future and lastly is the conclusion of the entire study.





## **CHAPTER 2**

### **LITERATURE REVIEW**

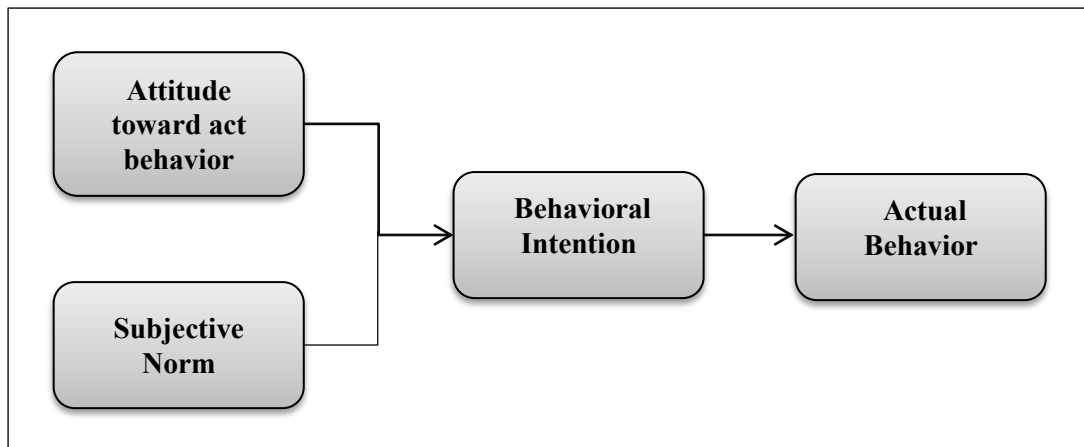
#### **2.1 Introduction**

This chapter assesses the literature review on underpinning theory, dependent and independent variables and the cosmetic product itself. The underpinning theory utilized in this research is theory of reasoned action (TRA) which includes the attitude and subjective norm as independent variables and the intention to purchase as dependent variable. As addition, consumer innovativeness and brand awareness are added as additional independent variables used in this research.

#### **2.2 Theory of Reasoned Action (TRA)**

There are few theories which predicting behavioural intention, one of the most influential theory is the Theory of Reasoned Action. This theory assesses behavioral intention that is influenced by attitude towards the act and subjective norm (how others think). This theory was constructed in 1967 by Martin Fishbein and Icek Ajzen, based on prior studies on social psychology, models of persuasion and concepts of attitude. This theory becomes the ground theory of the various expanded theories such as Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB).

The components involved in this theory are illustrated in the diagram below.



**Figure 2.1** *Theory of Reasoned Action (TRA)*

Source: Fishbein, M., & Ajzen, I. (1975)

Based on this theory, there are two components which affect the intention to perform certain behavior. Ajzen (as cited in Taylors & Todd, 1995) signifies that behavioral intention is driven by attitude which is defined as personal feelings in regards favorable or unfavorable in performing an action/behavior. He also emphasized that the other component which influence the behavioral intention is subjective norm is interpreted as a function of views/convictions about the perceptions from important referent others and motivation to conform to those references. The referents mentioned here can refer to family members, friends, peers or society which may affect his/her performance of the specific behavior.

### 2.2.1 Purchase Intention

Intention can be determined as willingness which will lead to perfect time action and this willingness kept in human memory (Azjen, 2005). There is numerous definition of purchase intention by different scholars. Purchase intention can be described as possibility of consumers' willingness of purchasing some specific products (Dodds, Monroe, & Grewal, 1991). While, Morinez *et. al.* (as cited in Mirabi, Akbariyeh & Tahmasebifard, 2015) describes intention to purchase as the consumer tendency to purchase a certain product at specific condition. In addition, Spears and Singh (2004) defined purchase intention as an individual's conscious plan to purchase a brand. Furthermore, the intention to buy or re-purchase a brand, this can be referred as purchase intention as well (Philip *et. al.*, as cited in Ling, 2014). Thus, the intention to buy is one of the decisions making that evaluate the consumer's reason for purchasing a specific item or brand (Shah *et. al.*, 2012). Therefore, intention is one of the evaluation processes before customer make actual purchasing.

From the business perspective, Intention to buy is used as an indicator to predict consumer behavior (Wu, Yeh & Hsiao, 2011). According to Dodds *et. al.* (1991) when there is higher willingness to buy a product, consumers can be considered has higher purchase intention. Therefore, it can be stated that consumer with intention to purchase has tendency to convert it to actual purchasing decision. Thus, the intention is one of the important elements in influencing consumer's final decision to buy or not to buy a product. Hence, it is very crucial for industry players to evaluate the different factors which will influence the consumers purchase intention.

There are many previous researchers and theories discussed on the factors which influencing individual's intention to perform a behavior specifically to purchase a product. Younus, Rasheed and Zia (2015) identified that perceived value, customer knowledge, and celebrity endorsement have significant relationship toward consumers' purchase intention especially in the consumer products manufacturing industries. Furthermore, Dachyar and Banjarnahor (2017) indicate that trust, risk and perceived usefulness are the factors which influencing the consumer purchase intention in the e-commerce industry. In the banking industry, factors such as brand personality, e-WOM and brand equity are proven have relationship with consumer's purchase intention toward banking's products (Vahdati & Nejad, 2015).

There are many other factors identified have relationship and influencing consumers' intention to purchase. However, in this research, the researcher only focused on the TRA as discussed in the previous section. Based on TRA theory discussed above, the intention to perform a purchase are influencing by attitude and subjective norm toward the purchasing behavior. How these attitude and subjective norm stimulate intention to purchase is discussed in the next sections.

### 2.2.2 Attitude

Attitude is one of the areas in psychology study which recently many discussed in marketing area as it relates with on how consumer will react or behave on surrounding or an object. Attitude is one of the elements which encourage consumer behavior mentioned in the Theory Reasoned Action (TRA) apart of Subjective Norm. According to the TRA theory, Fishbein (1963) defined attitude as a function of the

object's views and the implicit evaluative reactions connected with those convictions. As addition, the attitude can be defined as well as set of consumer's perception toward a product based on relevant attributes (Alpert, as cited in Mady, 2018). According to Trafimow and Finlay (2015) Attitude relies on behavioral views (beliefs about the probability of various effects) and evaluations of how good or bad it would be if those results were achieved.

Apart of TRA theory which discussed on attitude, there are more other theories which discussed on attitude specifically, as below:

1. Expectancy-Value Model by Rosenberg (1965)
2. Multi-attribute Measurement Model by Fishbein (1963)
3. Vector Model by Calder and Lutz(1972)
4. Tripartite Model by Spooncer (1992)
5. Technology Acceptance Model by Davis (1989, 1993)
6. ABC Model by Eagly & Chaiken (1998)

However, in this research, the scholar only focuses on the Theory Reasoned Action (TRA) proposed by Fishbein (1963).

Below is the summary of various definitions of attitude from different scholars.

**Table 2.1** *List of Attitude Definitions by Various Scholars*

Author	Definition
Fishbein (1963)	Defined attitude as function of the object's views and the implicit evaluative reactions connected with those convictions
Alpert (1992)	Defined as set of consumer's perception toward a product based on relevant attributes
Trafimow and Finley (1996)	Attitude relies on behavioral views (beliefs about the probability of various effects) and evaluations of how good or bad it would be if those results were achieved.

#### *2.2.2.1 Relationship of Attitude with Purchase Intention*

There are numerous previous researches conducted to examine the relationship between attitude and intention to purchase in various products. Nikdavoodi (2012) who surveyed 210 ladies in Sweden concluded that attitude toward cosmetic will encourage consumers' intention to purchase on new cosmetic products. The same results acquired across different countries. Haro (2018) who gathered responses from 200 respondents from female consumers in Indonesia concluded that attitude has positive significant relationship with purchase intention towards halal cosmetic products. In Pakistan, Ansari (2015) also identified that attitude correlate with purchase intention toward personal care products based on data collected from 236 moslem consumers. In Malaysia context, there are several researches conducted which focused on the purchase intention toward cosmetic products. Meng (2014) who carried out a research among female students in Universiti Utara Malaysia (UUM) confirmed that attitude is one factors influencing purchase intention towards halal cosmetic products. Ahmad (2016) and Hague *et. al.* (2018) which also conducted



research on the cosmetic products also concluded that attitude has relationship with consumer purchase intention, especially for Malaysian's consumers. Similarly to other previous researches, Haslizatul (2011), Kim and Chung (2011), Malki (2015), Kumudhini (2015), Zhang *et. al.* (2018), and Rachbini (2018) supports that there is positive influence of attitude towards consumers' purchase indentation across various products. As addition, Rana, Jyoti and Paul (2017) who reviewed 146 published research articles specifically on organic food consumers and their attitudes, beliefs, purchase intention and behavior, concluded that attitude affect the consumer intention to buy organic food.

However, the contra finding has been concluded by Liyana (2015) where she stated that there is no substantial impact of attitude to the intention to buy products with halal certification. This supported by findings of research conducted by Singhal, Aakanksha and Malik (2018) who gathered the responses from 100 female consumers from Delhi. Based on the statistics ran using SPSS, they concluded that there is a no association between the attitude and purchasing towards, specifically on green cosmetic products among women consumers.

### 2.2.3 Subjective Norm

This subjective norm relates to a group or individual's pressure to carry out an activity. According to Trafimow and Finlay (1996) the subjective norm is described by convictions as to what particular significant others believe they should do and how willing they are to conform to the other significant norms. Ham, Jeger and Ivković (2015) explain the subjective norm as the conviction that a specific action / behavior would be agreed and approved by a person or group of individuals. An influential

individual or group of individuals will approve a specific conduct and promote it. In the same context, Ravis and Sheeran (2003) conclude that the subjective norm determines the extent to which other important individuals want them to act (again multiplied by one's incentive to comply with those people's opinions). Specifically for women, Venkatesh and Davis' study (as cited in Nikdavoodi, 2012) found that subjective norm is acknowledged as one of the powerful factor influencing women's decision-making process.

**Table 2.2** *List of Subjective Norm Definitions by Various Scholars*

Author	Definition
Trafimow (2015)	Subjective norm is defined by convictions as to what particular significant others believe they should do and how willing they are to conform to the other significant norms
Ham, Jeger and Ivković (2015)	Subjective norm is the conviction that a specific action / behavior would be agreed and approved by a person or group of individuals.
Ravis and Sheeran (2003)	Subjective norm is determined by extent to which other important individuals want them to act (again multiplied by one's incentive to comply with those people's opinions).

As conclusion, when people perform a particular behaviour, he will feel that others' agree with the behavior is important or expect social pressure to be. As result, an individual will concern on others' view before performing an action or behave on certain manner which comply with surrounding's view.

### 2.2.3.1 *Relationship of Subjective Norm with Purchase Intention*

According to Festinger (1954), because of the relationship with other people, the subjective norm influence makes the change in a person's thinking and feeling about the certain behavior. So in this case, the surrounding beliefs will encourage the intention to purchase particular product. This statement supported by Kim and Chung (2011) which carried out a survey on for organic personal care products. They point out that consumer's subjective norms will have a positive impact on consumer purchase intention to buy organic skin/hair care products. This conclusion is also supported by Zhang *et. al.* (2018), they concludes that subjective norm has a positive effect on consumer's intention to buy green house in China. The same findings on halal food purchasing behavior in Jakarta which gathered from 100 respondents, Rachbini (2018) concludes that subjective norms is important in influencing consumers' purchase intention, especially in Indonesian context. As support, a research conducted by Muia, Cheruiyot and Lagat (2018) on 500 respondents in Nairobi, Kenya to measure the impact of subjective norm towards purchase indentation on counterfeit mobile phones. Their findings confirm that subjective norm significantly influences purchase intention of customers towards counterfeits mobile phone among the youngsters and middle aged consumers in Nairobi County. Lastly, the same findings by Ham *et. al.* (2015) who gathered the data from a sample of 411 main household shoppers from the Southeast Europe area, concludes that the subjective norm has an important beneficial connection to intention to buy the green food.

Conversely, there are previous researches with contra findings. Nikdavoodi (2012) concluded that the subjective norm toward cosmetic products has no impact on

intention to buy cosmetic products. This supported by Myers and Horswills (2006) and Liyana (2015) which suggested that there is no significant influence of subjective norms on purchase intention to buy a product.

### **2.3 Consumer Innovativeness**

Innovation can be defined as new idea, creative thoughts, new imaginations in form of device or method (Innovation - Merriam-webster.com, 2019). In the consumer's context, consumer innovativeness can be described as a more frequent and faster tendency to purchase new products than other consumers (Midgley & Dowling, 1978). Hirschman (as cited in Steenkamp & Hofstede, 1999) stated that consumer innovativeness will convert the routine consumer behavior when purchasing new product into dynamic consumer behavior. He also added that diffusion of innovation which is defined as how the innovation will be adopted via different channels over time inside the society includes numbers of processes as below.

1. Knowledge

This is stage where the consumer awareness in regards to the new innovation is exist and consumer has some idea how it works.

2. Persuasion

This is the stage where the consumers have built their own perception towards the new innovation.

3. Decision

In this stage, consumers have decided to choose or reject the new innovation.

4. Implementation – person puts an innovation into use

In this stage, consumers is using the new innovation that been adopted.

## 5. Confirmation

In this last stage, consumer give an evaluation how the innovation fits to their needs.

According to Roehrich (2004) there are different levels of innovativeness which are as below:

1. General level, this refers to concern to anything with newness (products, ideas, behaviours, etc);
2. Product level, this points out on new products or new innovations on existing products
3. At domain-specific level, it refers to new products in a specific product category.

In the practice, Agarwal and Prasad (1998) indicates that consumer innovativeness is used to identify the likely of the individual to adopt new technology. As conclusion, consumer innovativeness is not only discuss in the marketing theory, but also crucial for business practice as consumer with high innovativeness has high tendency to try new product/service in the market. As result, more profit for the companies, especially when they launch new product/services.

### 2.3.1 Relationship of Consumer Innovativeness with Purchase Intention

Nowadays, the consumer innovativeness becomes one of the important elements persuading consumer's purchase intention. This due to consumers nowadays is exposed to the various easiness on the technology to access the new expectations on a

product. This allow consumer to become innovative when deciding to buy or not to but a product. According to Venkatraman, (1991) consumer innovativeness is one of the personality traits which influencing the intention to purchase new product, thus this consumer innovativeness have significant positive relationship with the decision to buy new product.

There are various researches carried out to evaluate the relationship between consumer innovativeness and their intention to buy a product. Specifically, in cosmetic product, Nikdavoodi (2012) asserted that purchase intention on cosmetic product influenced by consumer innovativeness. It also shows that consumer innovativeness has highest impact on cosmetic's purchase intention compares with other variables used in this research i.e. attitude and subjective norm. Shahaliza *et. al.* (2018) also suggested that there is relationship between consumer innovativeness and consumer intention to buy halal products via social media. The same findings supported by Neckel and Boeing (2017) which conducted a research on electronics sold online, they concluded that 59.8% of purchasing adoption process is influenced by consumer innovativeness, thus it will lead consumer to decide in buying the product.

## **2.4 Brand Awareness**

Brand is not merely an image, logo or symbol of a product or service. It is one of ways to gain competitive advantage in the market. Nowadays, it is impossible to find products or services without a brand, as it is used as an identity in consumers mind. Aaker (2000) determined that the most important assets of any business are

intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These elements, which involve brand equity, are a fundamental source of competitive advantage and earnings in the future.

The word of brand has started from ancient Egyptians which identified the owner of their animals by marking the animal's skin with a hot branding iron. The oldest branding form in history is by painting a cow with specific symbols or colors at flea markets. The concept of brands keeps extended until now, where brand is becomes one vital entity in a business strategy. Most businesses strive to get their brands is on consumers awareness to ensure their products or services always on top lines on customers minds. A powerful brand has four elements: consciousness, connections, perceived quality and attachment to the brand (Aaker, 1992). He also claims that there are various brand equity models, but brand awareness is prevalent across the board as a main element.

There is various definition of brand awareness by different scholars. According to Aaker (1991), brand awareness shows the capacity of customers to recognize and store a brand in a specific category of products. He further states that this will be used to decide whether or not to buy the item or service in a particular category of products. Similarly to Rossiter and Percy (1987), they indicate that brand awareness is consumers ' capacity to acknowledge a brand between other brands. Similarly, Brand awareness is described as to what extent customers are aware of the brand as a group

member. This is characterized by the connection between the brand and the cue category (Assael & Day, 1968).

The brand awareness produces a great relationship in mind about a specific brand (Stokes, as cited in Malik *et. al.*, 2013). The company with successful brand awareness can be described as a business with a strong consumer reputation and merely acceptable on the market (Gustafson & Chabot, 2007). Brand awareness is very crucial for a product/service because if there is no brand awareness, there won't be any interaction and no business will be happen (Percy, as cited in Malik *et. al.*, 2013).

**Table 2.3** *List of Brand Awareness Definitions by Various Scholars*

Author	Definition
Assael and Day (1968)	Brand awareness is described as to what extent customers are aware of the brand as a group member. This is characterized by the connection between the brand and the cue category
Rossiter and Percy (1987)	Brand awareness is consumers ' capacity to acknowledge a brand between other brands.
Aaker (1991)	Brand awareness shows the capacity of customers to recognize and store a brand in a specific category of products. He further states that this will be used to decide whether or not to buy the item or service in a particular category of products.



#### 2.4.1 Relationship of Brand Awareness with Purchase Intention

There are various factors which affect consumer buying behavior. One of the key factors is brand awareness. Some of the shoppers will decide to buy only a famous/popular brand on the market (Keller, 1993). According to Dodds, Monroe and Grewal (1991) consumer buying choices may be affected by increased brand awareness. Same was agreed by Grewal, Monroe and Krishnan (1998). In addition, Lin and Chang (as cited in Karam & Saydam, 2015) also concluded that brand awareness is one of the factors which had the greatest effective influence on purchasers buy decision.

There are various research conducted by previous scholars to study the influence of brand awareness on consumer's intention to purchase different products. On the study executed by Malik *et. al.* (2013) which distributed 350 questionnaires among clothing customers in India through convenience sampling method concluded that brand awareness and brand loyalty have strongly linked to intention of purchase a product. The other research conducted on brand awareness by Chi, Ren, Huery and Yang (2009) on cellular phones consumers also found that brand awareness, perceived quality and brand loyalty relationships have an important and positive impact on purchasing intention. The same result concluded by Meng (2014) in his research on elements/factors affecting intention to purchase cosmetic's halal in Malaysia. He gathered response from 400 female customers and the results presented that brand awareness has positive relationships toward intention to buy halal cosmetic. Similarly to other research conducted by Perrera and Disanayake (2013) on foreign makeup product among Sri Lanka female consumers, they derived with conclusion that brand awareness, brand association and brand perceived quality having high influence

towards the choice to buy imported cosmetic products. Further, Perrera *et. al.* (2013) also recognized that brand awareness was most influential factor towards purchase decision.

In conclusion, based on various research conducted by previous scholars on different products, it found that the brand awareness has an influence on buying behavior or intention to purchase intention among customers.

## **2.5 Summary**

In this chapter, discussion based on various literature reviews gathered on overview on cosmetic products which include the statistics on cosmetic market in Malaysia. Furthermore, the review on dependent and independent variables and the association between them are summarized based on numbers of journals gathered from different sources. These literature reviews become as main reference to develop the hypotheses in this research.

## **CHAPTER 3**

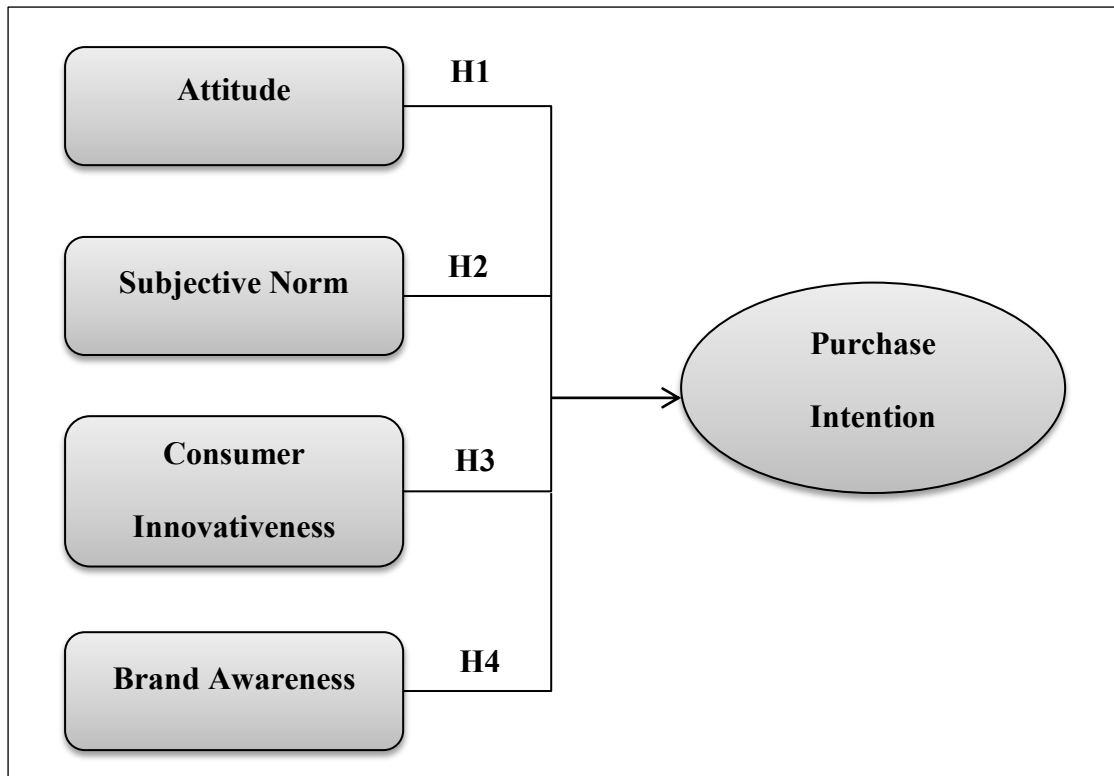
### **METHODOLOGY**

#### **3.1 Introduction**

This section focuses on the methodology of studies. Methodology relates to the different methods and techniques used in conducting this study. This section describes the methodology used to evaluate the information gathered and how the study is conducted and highlights it. Adequate study processes are pursued in this section. This section covers several sub-sections such as research framework, hypotheses development, designs of the research, operational definition of the variables, sampling method, measurement of variables including pilot test result, procedure of data collection, technique of data analysis and lastly the summary.

#### **3.2 Research Framework**

Research framework will help researcher to focus the variables which will be analyzed and examined during the research. Based on the research objectives and questions in the chapter 1 and supported by numerous of literature review, the researcher would like to focus this research by using the variables as illustrated in the figure below.



**Figure 3.1** *Research Framework*

The research framework above contains independent and dependent variables which are focused in this research. The four independent variables are recognized as attitude, subjective norm, consumer innovativeness and brand awareness have relationship with the intention to buy cosmetic products among Malaysian consumer in Petaling Jaya area.

### 3.3 Hypotheses Development

This sub-chapter discusses on the development of the hypotheses used in this research. These hypotheses are developed by the support from various relevant theories and also previous researches' findings in the same areas.

#### 3.3.1 The Relationship between Attitude and Purchase Intention

There are numerous previous researches conducted to examine the association of attitude toward intention to purchase various products. Nikdavoodi (2012) who surveyed 210 ladies in Sweden concluded that attitude toward cosmetic will encourage consumers' intention to buy new cosmetic products. Similarly, to other previous researches, Haslizatul (2011), Kim and Chung (2011), Kumudhini (2015), Zhang *et. al.* (2018), and Rachbini (2018) supports that attitude towards consumers' purchase indentation has positive relationship across various products.

However, the contra findings have been concluded by Liyana (2015) where she stated that attitude does not influence consumer's intention to purchase product with halal certified.

The following hypothesis is developed on the basis of the above statements:

**H1 : There is relationship between attitude and purchase intention towards cosmetic products among female consumers**

### 3.3.2 The Relationship between Subjective Norm and Purchase Intention

Kim and Chung (2011) have conducted a survey on organic's personal care products. They pointed out that the subjective norm will have a beneficial impact on the consumer's intention to purchase organic skin / hair care goods. This conclusion is also supported by Zhang *et. al.* (2018), they conclude that subjective norm has a positive effect on intention to purchase green house in China. The same findings on halal food purchasing behavior in Jakarta which gathered from 100 respondents, Rachbini (2018) concludes that subjective norm, particularly among Indonesian consumers, are essential in affecting consumer purchasing intentions.

Conversely, there are previous researches with contra findings. Nikdavoodi (2012) concluded that the subjective norm toward cosmetic products has no influence on intention to purchase cosmetic products. This supported by Myers and Horswills (2006) and Liyana (2015) which suggested subjective norm does not affect/influence consumer's intention to buy a product.

The following hypothesis is developed on the basis of the above statements:

**H2 : There is relationship between subjective norms and purchase intention towards cosmetic products among female consumer**

### 3.3.3 The Relationship between Consumer Innovativeness and Purchase Intention

There are various researches executed to measure the relationship between consumer innovativeness and their intention to purchase. Specifically, in cosmetic product, Nikdavoodi (2012) asserted that purchase intention on cosmetic product influenced by consumer innovativeness. It also shows that consumer-innovativeness is one of the factors which has highest effect on cosmetic's purchase intention compared with other variables used in this research i.e. attitude and subjective norm. Shahaliza *et. al.* (2018) also suggested that there is association between consumer-innovativeness and consumer's intention to purchase halal products via social media. The same findings supported by Neckel and Boeing (2017) which conducted a research on electronics sold online, they concluded that 59.8% of purchasing adoption process is influenced by consumer innovativeness, thus it will lead consumer to decide in buying the product.

The following hypothesis is developed on the basis of the above statements:

**H3 : There is relationship between consumer innovativeness and purchase intention towards cosmetic products among female consumers.**

### 3.3.4 The Relationship between Brand Awareness and Purchase Intention

There are several researches conducted by previous scholars to study the influence of brand awareness on purchase intention in different products. On the study carried out by Malik *et. al.* (2013) which distributed 350 questionnaires among clothing customers in India through convenience sampling method concluded that brand awareness and brand loyalty are strongly linked to the consumer's intention to purchase. The other research conducted on brand awareness by Chi, Ren, Huery and Yang (2009) on cellular phones consumers also found that relationship between brand awareness, perceived quality and brand loyalty on purchasing intention was discovered to be important and beneficial. The same result concluded by Meng (2014) in his research on elements affecting consumer's intention when purchasing halal cosmetic in Malaysia. The responses gathered from 400 female customers and the results indicated that there are favorable brand awareness connections with the intention of buying halal cosmetics. Similarly to other research conducted by Perrera and Disanayake (2013) on foreign makeup product among Sri Lanka female consumers, they derived with conclusion that brand-awareness, brand-association and brand-perceived quality having high influence on customers buying choice of imported makeup products. Further, Perrera *et. al.* (2013) also recognized that brand-awareness was most influential factor towards purchase decision.

The following hypothesis is developed on the basis of the above statements:

**H4 : There is relationship between brand awareness and purchase intention towards cosmetic products among female consumers.**



### 3.3.5 The Effect of Independent Variables toward Dependent Variable

Based on numerous existing literature review discussed above, it can be predicted that there is an effect between attitude, subjective norm, customer innovativeness and brand awareness to consumer's intention to purchase cosmetic products. Thus, the researcher concludes with additional hypotheses to prove this relationship as below.

**H5:** There is an effect of attitude, subjective norm, customer innovativeness and brand awareness on purchase intention of cosmetic products among female consumers.

## 3.4 Research Design

Research design is described as a comprehensive plan which elaborates how a research will be conducted (Collis & Hussey, 2003). This is an overview of the techniques and processes used to collect and analyze variables in the research framework. It involves an overview of what the researcher is going to do from the formation of the theory to the ultimate assessment of information (Kerlinger, 1973). The process to determine the research design is very crucial in-order to achieve the objectives of the research as validity, accurately and economically as possible (Kerlinger, 2011). In addition, research design addresses a logical issue and not a logistic issue (Yin, 1989).

#### 3.4.1 Type of Study

In this research, the researcher employs quantitative analytical technique. Quantitative study involves the systemic empirical inquiry by statistic, mathematical or computational methods of observable events. The quantitative research is normally used to describe and test the association between independent and dependent variables. It also used to examine cause and effect of variables relationship occurred. The quantitative method will be presented in numerical form and analyzed through statistical tool, in this case SPSS.

The hypothesis in this research are examined the relationship between independent and dependent variables involved. Thus, according to statistical base, the correlational approach is used in this research. The independent variables (attitude, subjective norm, consumer innovativeness and brand awareness) are measured to determine either the relationship occur with dependent variable (purchase intention) of cosmetic products among female consumers in Petaling Jaya area.

#### 3.4.2 Sources of Data

Data is most crucial part in a research. The data can be defined as quantitative and qualitative value of variables employed in a research. There are two categories of data sources are used in this research namely primary-data and secondary-data. Primary data collection is gathered directly by researchers from respondents. Primary data is genuine and never been published yet. While, for secondary data is collected from materials that have been published such as journal, book, magazine, etc.

#### *3.4.2.1 Primary Data Collection*

In this research, questionnaire is the main tool used to collect primary data. The questionnaires will be distributed randomly among female consumers in Petaling Jaya area. This primary data collection method ensure the reliability of the data, greater control of the data being collected, and also the targets of respondents are easily reached.

#### *3.4.2.2 Secondary Data Collection*

The secondary data in this research is mostly gathered from online materials such as online journal database, online book and reliable websites. At the same time, the researcher also utilizes the eResources feature from Universiti Utara Malaysia (UUM) online library to easily find the published online journals and other relevant published materials. The secondary data serve as a basis for collecting the current literature review and supporting the primary data used.

#### *3.4.3 Unit of Analysis*

The first step in determining the analysis of the data is to establish an analysis unit. (Trochim, 2006). Unit analysis will determine ~~–who~~” or ~~–what~~” will be analyzed in a research such as individual, group, entities or programs. For the purpose this research, individual is chosen as unit of analysis to examine the relationship between the independent and dependent variables. Specifically, the unit analysis is female consumer in Petaling Jaya area.

### **3.5 Operational Definition**

Below is the operational definition of independent and dependent variables used in this research based on existing literature review.

#### **3.5.1 Purchase Intention**

Intention to purchase can be described as possibility of consumers' willingness of purchasing some specific products (Dodds, Monroe, & Grewal, 1991).

#### **3.5.2 Attitude**

Ajzen (as cited in Taylors & Todd, 1995) defined attitude as personal feelings in regards favorable or unfavorable in performing an action/behavior.

#### **3.5.3 Subjective Norm**

Subjective norm is defined by convictions as to what particular significant others believe they should do and how willing they are to conform to the other significant norms (Trafimow, 2015).

#### **3.5.4 Consumer Innovativeness**

Consumer innovation can be described as a more frequent and faster tendency to purchase new products than other consumers (Midgley & Dowling, 1978).

### 3.5.5 Brand Awareness

Brand awareness is defined as the capacity of customers to recognize and store a brand in a certain category of products (Aaker, 1991).

### 3.6 Measurement of Variables

The measuring process describes certain property of a phenomenon of interest, usually through reliable and valid assignment of numbers (Murhadi, 2014). The measurement will determine what are the statistical method will be used to measure the variables. There are four (4) types of measurement usually used in the research which are nominal, ordinal, interval, and ratio.

In this research, the questionnaire uses nominal and ordinal scales. Nominal scale is used to measure the demographic statistics, while ordinal scale is used to measure the relationship between attitude, subjective norm, consumer innovativeness, and brand awareness on consumer's intention to purchase cosmetic products in Petaling Jaya area. The Likert scales, which at each stage on the scale comprise different items, are more effective because they can provide more information per participant, plus measurements per unit of region and moment (NIOS, 2017). The Likert scales used in this research such as are: 1-represent Strongly Disagree; 2-represent Disagree; 3-represent Neutral; 4-represent Agree and 5-represent Strongly Agree to measure each variable.

### 3.6.1 Questionnaires Design

A pilot test was carried out before actual research. This is to confirm the accurateness and consistency of instruments that used in the questionnaire. The instruments employed in this research are adopted from previous similar researches. Some customizations are made to fit with the current context of the research. Below is the summary of instruments that used in this research.

**Table 3.1** *Questionnaire Items*

Variables	Items	Source of Scale
<b>Attitude</b>	<b>A1</b> I like the idea of using skincare products.	Taylor and Todd, 1995
	<b>A2</b> To me, skincare products are pleasurable.	
	<b>A3</b> Using skincare products is a good idea.	
	<b>A4</b> Using skincare products is a wise idea.	
<b>Subjective Norm</b>	<b>SN1</b> People who influence my behavior would think that I should use skincare products.	Taylor and Todd 1995
	<b>SN2</b> People who are important to me would think that I should use skincare products.	
<b>Consumer Innovative-ness</b>	<b>CI1</b> Generally, I spend little time exploring how to use new skincare products.	Agarwal and Prasad, 1998
	<b>CI2</b> In general, I am hesitant to try out new skincare products.	
	<b>CI3</b> Among my peers, I am usually the first to try out new skincare products.	
	<b>CI4</b> I like to experiment with new skincare products.	
<b>Brand Awareness</b>	<b>BA1</b> I usually choose cosmetic with the brand I know.	Meng, 2014
	<b>BA2</b> Brands make it easier to choose the cosmetic products.	
	<b>BA3</b> Brands influence my choice of purchase cosmetic	
	<b>BA4</b> I prefer buying well-known brands of cosmetic	

Variables	Items	Source of Scale
	<b>BA5</b> I can think of more international cosmetic brands than local ones	
	<b>BA6</b> I can remember a number of different cosmetic brands when purchasing	
	<b>BA7</b> I am likely to buy the cosmetic with brand that I remember best	
	<b>BA8</b> I usually choose well-advertised cosmetic with brands	
	<b>BA9</b> I take note of brands of cosmetic coming into the market	
	<b>BA10</b> I usually buy the best-selling brands of cosmetic	
<b>Purchase Intention</b>	<b>PI1</b> I intend to buy new cosmetic products in the future	Agarwal and Prasad, 1998
	<b>PI2</b> I am likely to buy new cosmetic in future	Taylor and Todd 1995
	<b>PI3</b> I am willing to buy new cosmetic	

### 3.6.2 Pilot Test

The pilot test is used to determine and measure the consistency/reliability of the measurements which will be used on the actual data gathering. In this case, it will evaluate the consistency/reliability of the questionnaire items and the scaling used on the items. The analysis to measure the reliability of the questionnaire items called as "Cronbach's Alpha" using SPSS.

Ideally, according to Devellis (2003), the reliable Cronbach's Alpha should have range between 0.7 to 0.9. Cronbach's Alpha below 0.6 is considered as poor, between 0.8 to 0.9 is identified as good. While, Cronbach's Alpha above 0.9 is reflected excellent.

Based on the pilot test conducted, all the variables have Cronbach's Alpha above 0.7. This can be concluded that items used in the questionnaires are reliable, except for the items in the consumer innovativeness which has the Cronbach's Alpha value  $< 0.7$ . In order to achieve the Cronbach's Alpha above 0.7, the researcher decided to remove two items (CI1: Generally, I spend little time exploring how to use new skincare products; and CI2: In general, I am hesitant to try out new skincare products) which resulted the improvement of the Cronbach's Alpha from 0.637 to 0.830. Thus, the actual data gathering only has two items for consumer innovativeness, while remains the same for the other variables.

**Table 3.2** *Pilot Test Analysis Result*

<b>Variables</b>	<b>Cronbach's Alpha</b>
Attitude	.897
Subjective Norm	.931
Consumer Innovativeness	.830
Brand Awareness	.818
Purchase Intention	.973



### **3.7 Sampling**

The sampling section explains the method that is used to get the sampling for the purpose of the data collection in this research, including with the population definition where the sampling is taken.

#### **3.7.1 Population Frame**

The population framework includes all the components from which the sample is obtained in the population (Umar, 2017). Polit and Hungler (1999) refer to the population as the total or collective of all objects, subjects or members that comply with a set of requirements. This research is conducted in Petaling Jaya, Selangor only. The total population of Petaling Jaya itself has over 619,925 people. Based on Department of Statistics Malaysia (2018), the ratio between female and male consumers are 48% and 52% respectively in Selangor. The researcher used this gender ratio to apply the same in Petaling Jaya as no latest ratio available for Petaling Jaya. So, based on the total population of Petaling Jaya, it can be segregated into 297,564 females and 322,361 males.

However, the research population is focused on female consumers in Petaling Jaya area from all races. Even though, the male has shown the tendency on personal grooming as well, however the female consumers still take dominance on intention to buy or try cosmetic products in the future.

### 3.7.2 Sample Size

The researcher uses nonprobability sampling method for the purpose of this study. This method is used as Petaling Jaya area has female's population over 297,564 people, the whole population cannot be used in studies therefore. Narrowly, female up to 54 years old become the main respondents and choose randomly around Petaling Jaya area. Based on the sampling size method by Krejcie & Morgan (1970), with this number of female populations in Petaling Jaya, the proper sampling size for this research is 385 respondents. An appropriate 30 questionnaires pilot test was performed before the actual data collection to exam the accuracy of the tools. The aim of the pilot test is to check whether the questionnaire is valid and correct.

### 3.7.3 Sampling Method

Sampling is known as the selection process of a part of the population to reflect the whole population (LoBiondo-Wood & Haber, 1998). The Sampling techniques can be categorized as probability or nonprobability. In the probability sampling, each participant of the population has recognized non-zero probability nominations. This includes systematic sampling, random sampling, and stratified sampling. While in nonprobability sampling, respondents are nominated from the population in some nonrandom manner. The samples of non-probability sampling are convenience sampling, judgment sampling, quota sampling, and snowball sampling.

The researcher uses non-probability sampling method for the purpose of this study. Specifically is snowball sampling as the most of the respondents are nominated from the researcher's network. Furthermore, they also help recommending other respondents which match the criteria of the respondents specified in this research.

### **3.8 Data Collection Procedures**

For the purpose of this research, primary data collection mainly utilized in this research where the questionnaires were distributed directly to respondents. No request is required to distribute the questionnaires as the respondents are not limited to a formal organization, department or groups.

The researcher has chosen two channels for questionnaires distribution either through online (via emails) or self-distributed among female consumers in Petaling Jaya area. The questionnaires were only circulated to women in Petaling Jaya area with age 18 – 54 years old randomly.

The researchers collected the respondents databases from colleagues or existing networks who are currently living in the specified area. Once respondent receives the questionnaire, 3 days buffer will be given to response the questionnaire and send back to the researcher if the questioner is sent via email, or the researcher will collect herself if the questionnaire distributed in hard copy. The period time to collect the data was about three weeks. This time is considered sufficient as the respondents were easily reached to participate in this research.

### **3.9 Data Analysis Techniques**

The objective of data analysis is to acquire usable and useful information. This method helps to define and summarize the information, and to recognize the connection between two factors. Marshall and Rossman (1999) describe data analysis as the method by which the gathered information is ordered, structured and meaningful.

In this research, Statistical Package for the Social Sciences (SPSS) version 25.0 is used as statistical and analytical tool which will help the researcher to manage the data effectively, provide better results and give researchers a broad range of options to analyze quantitative data. The field of statistics is divided into two major divisions: inferential and descriptive statistics (Taylor, 2017).

#### **3.9.1 Descriptive Statistic Analysis**

Descriptive analysis is described as information compilation, organizing, summarizing and presenting the data in meaning way (Bluman, 2013). Whereas, Wyllys (1978) stated that the descriptive statistic methods are used to describe some measurable features (for example: persons, collections, usage numbers, periodic rates) of certain organizations. Descriptive analysis methods involve determining, summarizing and showing numerical numbers for such features in lists, graphs, and diagrams (Wyllys, 1978). The samples of methods are frequently used in the descriptive analysis such as median, the range, and the standard deviation. These techniques are used to define a frequency distribution's central position in a information collection. For example the women based on age range or races.

### 3.9.2 Inferential Statistic Analysis

Inferential statistic is used to identify the relationship between two or more variables, in this case independent and dependent variable. As result, it will help the researcher to generalize the test result which represent population from the sample taken. Wyllys (1978) defined the inferential statistic as the method to examine a sample of information on certain interested organizations - such a set is defined as "population" and by using the indication available in the set of sample, making an interpretation about the population's characteristic. It comprises of generalizing the interactions between the factors, creating samples to communities, performing estimates of hypotheses and trials (Bluman, 2013). In conclusion, this inferential statistic is used as to make judgments of the probability of variables might have happened by chance that an observed difference between groups.

#### 3.9.2.1 *Pearson Correlation Coefficient*

The Pearson correlation coefficient measures the intensity of the link between the variables investigated in the research. Furthermore, the Pearson correlation also examines whether there are statistical evidence of the presence in population of a direct relationship between the same variables, represented by the population coefficient of correlation  $\rho$  ('rho'), The Pearson Correlation is a parametric measure (KSU Library, 2017). The number  $\rho$  from the result analysis are translated to proof the hypothesis relationship in this study.

The null hypothesis ( $H_0$ ) and alternative hypothesis ( $H_1$ ) of the correlation significance test can be expressed according to whether a one or twin-tailed test is required (KSU Library, 2017).

### *3.9.2.2 Multiple Linear Regression (MLR)*

The multiple linear regression investigates how the transition in the mixture of two or more independent variables predict the change of dependent variable (UOM, 2017). It will help to forecast the result of a response variable. The objective of multiple linear regressions (MLR) is to design the relationship between the independent and dependent variables (Investopedia, 2017).

In addition, this statistical instrument enables to examine how several independent variables connect to a dependant variable.

### **3.10 Summary**

This chapter elaborates the methodology of the research conducted in this study which includes the framework of the research, development of the hypotheses, design of the research, operational definition, measurement of variables, sampling method, data collection procedures and lastly the technique of the data analysis which are used in the Chapter 4: Results and Discussion.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.1 Introduction

This chapter presents the analysis, findings and discussion on this research which is based on statistical results of Statistical Package for Social Sciences (SPSS). There are various statistical analysis ran which includes frequency of the respondents profiles, reliability analysis, descriptive analysis, correlation analysis and multiple regression analysis.

#### 4.2 Response Rates

On this research, 400 questionnaires are distributed in Petaling Jaya, Selangor and 392 were received, thus the response rate for the questionnaires is 98%. However, from 392 total questionnaires, only 385 were complete questionnaires which carried around 96% of useful responses. Based on O'Sullivan and Abela (2007), a response rate of more than 20% is satisfactory, thus the response rate for this study is sufficient.

**Table 4.1** *Response Rates*

Items	Rate
Number of questionnaires distributed	400
Number of questionnaire received	392
Complete questionnaires	385
Incomplete questionnaires	7
Response rate	98%
Usable response rate	96%

### **4.3 Data Processing**

According to Malhotra (2000), the method of data processing is referred to process which is driven by the preliminary data analysis scheme derived from the evaluation of the data. The data processing will determine the cleanliness of the data before proceed with the next stage which is data analysis. The data processing activities include questionnaire checking, data editing, data coding, data transcribing and data cleaning.

#### **4.3.1 Questionnaire Checking**

Questionnaire checking will allow the researcher to detect the errors on the questions in the questionnaires. This checking is done during pilot test before conducting the actual data collection. The Pilot test allows the researcher to detect the ambiguous questions, incomplete questions, etc. This test will also ensure the respondents not only understand the questions, but understand them in the same way.

#### **4.3.2 Data Editing**

Once all questionnaires collected, the researchers require to identify the incomplete, incompatible or unclear answers (Malhotra, 2010). The method is performed to reduce the amount of errors in the study (Stinson & Fisher, 1996). For example, assign missing value or eliminate the questionnaires with error responses to ensure data are clean before transferring to statistical tool.



#### 4.3.3 Data Coding and Transcribing

Data Coding is the procedure of organizing and sorting the collected data. The coding process includes labeling, compiling and organizing the data. This will allow the researcher to summarize and synthesize the data that have been collected. The data coding for Likert scale such as 1 Strongly Disagree; 2 Disagree; 3 Neutral; 4 Agree and 5 Strongly Agree.

Once each scale has been coded, then the data will be transferred into computer. For this purpose, the researcher use Statistical Package for the Social Sciences (SPSS) version 25.0 for data analysis. The tasks include step-by-step instructions, along with screen (SPSS) software to process the data and achieve the result.

#### 4.3.4 Data Auditing and Cleaning

The data cleaning process requires careful consideration, which will impact the final statistical results substantially (Wilson, 2009). A range of study and business computing methods are available to try to detect and rectify data errors in certain instances (Hellerstain, 2008). In this case the data auditing and cleaning will be done through SPSS.

Wilson (2009) added that Data cleaning requires consistency checks and missing responses to be processed. The data checking is used to define the data which is logically incompatible or excessive attributes information. All incomplete answers will be closely handled to minimize negative effects by assigning or discarding an appropriate significance (neutral/imputed) or situation wise/couple wise deletion).

Incomplete answers present issues if their percentage to the total result is significant (more than 10 percent) (Wilson, 2009).

#### **4.4 Profile of the Respondents**

This section contains the demographic analysis of the respondents on this research which narrowly to women between 18 – 54 years old as unit analysis. The demographic analysis covered on this research is based on age, education background, marital status, race, job, and income. Based on age, the major respondents are between 25 – 34 years old which made up around 49.6% of total respondents, followed by younger age range between 18 – 24 years old with 24.7%. However, respondents with age under 18 years old took only 0.3% of total respondents. While the older age range between 35-44 years old and 45-54 years old took 17.9% and 7.5% respectively.

In term of education background, Bachelor's degree acquired more than half of total respondents with 55.8%, followed by Diploma and Secondary schools with 20.3% and 14.5% respectively.

Based on the job and income range, the largest number is full time employee and highest proportion of income range is between RM 2,000 – RM 4,000 with 40.8% of total respondents.

**Table 4.2** *Demographic Data of Respondents (N=385)*

<b>Demographic Data</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
under 18	1	0.3
18-24 years old	95	24.7
25-34 years old	191	49.6
35-44 years old	69	17.9
45-54 years old	29	7.5
<b>Education</b>		
No Formal Education	1	0.3
Up to Secondary	56	14.5
Diploma	78	20.3
Bachelor's degree	215	55.8
Master's degree and above	35	9.1
<b>Marital Status</b>		
Single	205	53.2
Married	164	42.6
Widowed	3	0.8
Divorced	13	3.4
<b>Race</b>		
Malay	270	70.1
Chinese	40	10.4
Indian	37	9.6
Others	38	9.9
<b>Job</b>		
Never Employed	8	2.1
Full Time Employed	266	69.1
Currently unemployed	18	4.7
Self Employed	20	5.2
Part time	8	2.1
Student	44	11.4
Housewife	21	5.5
<b>Income</b>		
No Income	71	18.4
Less than RM 2,000	77	20.0
RM 2,000 - RM 4,000	157	40.8
RM 4,000 - RM 6,000	54	14.0
RM 6,000 - RM 8,000	11	2.9
More than RM 8,000	15	3.9

#### 4.5 Reliability Analysis

In a research, if a researcher uses an instrument, it should give the same scores / results if the data gathering collected in two point of times (Andy, 2006). To ensure this can be achieved in the research, the Cronbach Alpha is used to measure the reliability / consistency of the instruments that will be used in a research (Chetty & Datt, 2015). They further added that this reliability analysis is most commonly used when multiple Likert scales are used in the research questionnaire. Kline (1999) indicates that Cronbach Alpha 0.8 is generally accepted; however for ability test a cut-off point of 0.7 is more suitable.

Based on reliability scores on the table below, all the items used in the questionnaire are reliable since the Cronbach Alpha scores are above 0.8. For independent variables, attitude had the highest score which is 0.921 and the lowest score is consumer innovativeness with 0.821. While for dependent variable, purchase intention had Cronbach Alpha 0.945.

**Table 4.3** *Reliability Analysis*

Variable	Number of Items	Cronbach's Alpha
<b>Independent Variable</b>		
Attitude	4	.921
Subjective Norm	4	.833
Consumer Innovativeness	2	.821
Brand Awareness	10	.883
<b>Dependent Variable</b>		
Purchase Intention	3	.945

#### 4.6 Descriptive Analysis

This section covers the descriptive analysis of independent and dependent variables used in this research. The descriptive analysis is used to summarize the data by using min, max, mean, standard deviation and variance of variables used in the research. The result of descriptive analysis portrays the normality and variability of the data gathered. A five-point Likert scale was used in the questionnaire to capture the variables measurements from 1 (Strongly Disagree) to 5 (Strongly Agree).

The table below shows the descriptive analysis of independent variables namely as attitude, subjective norm, consumer innovativeness, and brand awareness. The brand awareness had highest mean 3.52 while the lowest mean of independent variables is consumer innovativeness with score 2.37. Whereas, the dependent variable namely purchase intention has mean score 3.19.

**Table 4.4** *Descriptive Analysis of Independent and Dependent Variables (N=385)*

<b>Items</b>	<b>Min.</b>	<b>Max.</b>	<b>Mean</b>	<b>SD</b>	<b>Variance</b>
<b>Attitude</b>	1	5	3.46	.840	.705
<b>Subjective Norm</b>	1	5	3.08	.822	.675
<b>Consumer Innovativeness</b>	1	5	2.37	1.097	1.204
<b>Brand Awareness</b>	1	5	3.52	.733	.538
<b>Purchase Intention</b>	1	5	3.19	1.070	1.145

#### 4.6.1 Descriptive Analysis of Attitude

Table 4.5 below shows the min., max., mean, standard deviation and variance score of attitude (independent variable). The highest mean of attitude's items are "I like the idea using cosmetic products" and "To me, cosmetic products are pleasurable" with score 3.50 which tend to scale 4 (Agree).

**Table 4.5** *Descriptive Analysis of Attitude (N=385)*

Items	Min.	Max.	Mean	SD	Variance
Using cosmetic products is a good idea	1	5	3.47	.941	.885
Using cosmetic products is wise	1	5	3.35	.910	.827
I like the idea of using cosmetic products	1	5	3.50	.941	.886
To me, cosmetic products are pleasurable	1	5	3.50	.947	.896

#### 4.6.2 Descriptive Analysis of Subjective Norm

Table 4.6 below shows the min., max., mean, standard deviation and variance score of subjective norm (independent variable). The highest mean of subjective norm's items is "People who are important to me will support me to buy cosmetic" with score 3.27, while the lowest mean is "People who are important to me think that I should use cosmetic products" with score 2.98.

**Table 4.6** *Descriptive Analysis of Subjective Norm (N=385)*

Items	Min.	Max.	Mean	SD	Variance
People who are important to me think that I should use cosmetic products	1	5	2.98	1.001	1.002
People who are important to me will support me to buy cosmetic	1	5	3.27	.978	.957
People who influence in my behavior think that I should buy cosmetic	1	5	3.02	.949	.901
Most people who are important to me choose the cosmetic	1	5	3.05	1.107	1.226

#### 4.6.3 Descriptive Analysis of Consumer Innovativeness

Table 4.7 below shows the min., max., mean, standard deviation and variance score of consumer innovativeness (independent variable). There are only two items for consumer innovativeness which are –Among my peers, I am usually the first to try out new cosmetic products” and –I like to experiment with new cosmetic products” with score 2.35 and 2.38 respectively.

**Table 4.7** *Descriptive Analysis of Consumer Innovativeness (N=385)*

Items	Min.	Max.	Mean	SD	Variance
Among my peers, I am usually the first to try out new cosmetic products	1	5	2.35	1.175	1.380
I like to experiment with new cosmetic products	1	5	2.38	1.208	1.460

#### 4.6.4 Descriptive Analysis of Brand Awareness

Table 4.8 below shows the min., max., mean, standard deviation and variance score of brand awareness (independent variable). The highest mean of brand awareness' items is "I usually choose cosmetic with the brand I know" with score 3.99, while the lowest mean is "I take note of brands of cosmetic coming into the market" with score 2.93.

**Table 4.8** *Descriptive Analysis of Brand Awareness (N=385)*

Items	Min.	Max.	Mean	SD	Variance
I usually choose cosmetic with the brand I know	1	5	3.99	.951	.903
Brands make it easier to choose the cosmetic products	1	5	3.91	.936	.875
Brands influence my choice of purchase cosmetic	1	5	3.85	1.014	1.028
I prefer buying well-known brands of cosmetic	1	5	3.53	1.125	1.265
I can think of more international cosmetic brands than local ones	1	5	3.36	1.139	1.298
I can remember a number of different cosmetic brands when purchasing	1	5	3.45	1.055	1.113
I am likely to buy the cosmetic with brand that I remember best	1	5	3.67	1.017	1.035
I usually choose well-advertised cosmetic with brands	1	5	3.37	1.036	1.073
I take note of brands of cosmetic coming into the market	1	5	2.93	1.161	1.349
I usually buy the best-selling brands of cosmetic	1	5	3.09	1.102	1.215



#### 4.6.5 Descriptive Analysis of Purchase Intention

Table 4.9 below shows the min., max., mean, standard deviation and variance score of purchase intention (dependent variable). The highest mean of purchase intention's items is "I am likely to buy new cosmetic in future" with the score 3.22, while the other two items have no significant difference in the mean which are 3.18 and 3.19.

**Table 4.9** *Descriptive Analysis of Purchase Intention (N=385)*

Items	Min.	Max.	Mean	SD	Variance
I intend to buy new cosmetic products in the future	1	5	3.18	1.114	1.241
I am likely to buy new cosmetic in future.	1	5	3.22	1.110	1.232
I am willing to buy new cosmetic.	1	5	3.19	1.158	1.340

#### 4.7 Correlation analysis

This section discussed the correlation result analysis between independent and dependent variables. This correlation analysis measures the either there is positive or negative relationship between independent and dependent variables. As can be seen in the table below, the relationship between all independent variables and dependent variables had positive value. The correlation between attitude and purchase intention is 0.472. The correlation between subjective norm and purchase intention is 0.332. The correlation between consumer innovativeness and purchase intention is 0.500. Lastly, the correlation between brand awareness and purchase intention is 0.451.

**Table 4.10** *Correlation Analysis*

	Attitude	Subjective Norm	Consumer Innovativeness	Brand Awareness	Purchase Intention
Attitude	1				
Subjective Norm	.567**	1			
Consumer Innovativeness	.320**	.370**	1		
Brand Awareness	.452**	.392**	.354**	1	
Purchase Intention	.472**	.332**	.500**	.451**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4.8 Multiple Regression Analysis

Multiple regression analysis is used to predict the value/influence of independent variables towards dependent variables. The table 4.11 below shows the multiple regression analysis result.

**Table 4.11** *Multiple Regression Analysis of Independent And Dependent Variables*

Model	R	R Square	Adjusted R Square
1	.626 <sup>a</sup>	.392	.386

a. Predictors: (Constant), Attitude, Subjective Norm, Consumer Innovativeness, Brand Awareness

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	172.502	4	43.126	61.322	.000 <sup>b</sup>
	Residual	267.239	380	.703		
	Total	439.741	384			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Attitude, Subjective Norm, Consumer Innovativeness, Brand Awareness

In the multiple regression table above, in overall it shows significant with  $p < .000$ . Whereas the R Square value shows as .392 which demonstrates that 39.2 % of dependent variables (purchase intention of cosmetic product) are influenced by independent variables (attitude, subjective norm, consumer innovativeness and brand awareness).

The coefficient table below shows the level of influence of each independent variable towards dependent variable. It indicates that the most influence factor of purchase intention of cosmetic product is consumer innovativeness ( $\beta = .348$ ,  $p < 0.000$ ), followed by attitude ( $\beta = .290$ ,  $p < 0.000$ ) and lastly by brand awareness ( $\beta = .214$ ,  $p < 0.000$ ). However, the result demonstrates that subjective norm has negative  $\beta$  value (-.045) with  $p > .000$ . This indicates that the purchase intention of cosmetic product is not significant influenced by subjective norm.

**Table 4.12** *The Coefficient of the Regression*

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	
1 (Constant)	.197	.235		.838	.402
Attitude	.369	.065	.290	5.669	.000
Subjective Norm	-.059	.066	-.045	-.899	.369
Consumer Innovativeness	.339	.043	.348	7.812	.000
Brand Awareness	.313	.068	.214	4.595	.000

a. Dependent Variable: Purchase Intention

## 4.9 Summary of Hypothesis Testing

Based on the research conducted and analysis of data gathered from 385 respondents to test all hypotheses mentioned in the earlier chapters, it can be concluded that all hypotheses are accepted.

**Table 4.13** *Summary of Hypotheses Testing*

Hypotheses	Result
H1: There is relationship between attitude and purchase intention towards cosmetic products among Malaysian consumer	Accepted ( $r=.472$ , $p < .00$ )
H2: There is relationship between subjective norms and purchase intention towards cosmetic products among Malaysian consumer	Accepted ( $r=.332$ , $p > .00$ )
H3: There is relationship between consumer innovativeness and purchase intention towards cosmetic products among Malaysian consumer	Accepted ( $r=.500$ , $p < .00$ )
H4: There is relationship between brand awareness and purchase intention towards cosmetic products among Malaysian consumer	Accepted ( $r=.451$ , $p < .00$ )
H5: There is an effect of attitude, subjective norm, customer innovativeness and brand awareness on purchase intention of cosmetic products among female consumers in Petaling Jaya.	Accepted ( $R^2 = .392$ , $p < .00$ )

#### **4.10 Conclusion**

This chapter discusses the result of the data analysis using SPSS v25.0. There are various data analysis carried out. The Reliability Analysis is used to measure the consistency or reliability of the instruments used in this research which consistent with the value returned in the Pilot test. While, Descriptive analysis is used to check the frequency of both independent and dependent variables. Furthermore, the Correlation Analysis identified the relationship between independent and dependent variables. Lastly, Multiple Regression Analysis presented the significance of the relationship between independent variables and dependent variables.



## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This chapter discusses the conclusion and recommendation of this study based on the result of the data analysis elaborated in the Chapter 4. The findings will be presented based on the research framework and hypotheses developed in this study. The research questions and objectives mentioned in the Chapter 1 are answered and concluded in this chapter. Lastly, the implications of this research to the both academics and business practice, limitation of the study and the direction for future research are explicated as well.

#### **5.2 Overview of the Study**

This study examines the relationship between attitudes, subjective norm, consumer innovativeness and brand awareness towards consumers' purchase intention on the cosmetic product. The research is conducted to answer the research questions and achieve research objectives which are explained in the Chapter 1. To meet this objective, a quantitative study has been conducted which are focusing the female consumers at Petaling Jaya with the total sampling size 385 respondents. The result of the research is discussed in the below sections.

### 5.3 Discussion of Findings

The result of the data analysis acquired in the Chapter 4 presented that there are relationship between attitude, subjective norm, consumer innovativeness and brand awareness toward purchase intention on the cosmetic product.

#### 5.3.1 The Level of Purchase Intention

The level of consumers' purchase intention toward cosmetic product in this study is measured using the mean score acquired from the descriptive analysis ran in the Chapter 4. The grand mean for the purchase intention is 3.19 which can be categorized as high based on five-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). It indicates that in average the respondents have high intention to purchase cosmetic product, especially for female consumers in Petaling Jaya. This result is aligned with previous researches which also focused on the purchase intention toward cosmetic products, especially in Malaysia. Meng (2014) identified that the level of purchase intention towards halal cosmetic products among UUM female students is also high with mean score 4.02. The same findings by Ansari (2015), who conducted research among Pakistan female consumers on halal personal care products also identified high level of purchase intention with mean score 1.91 (using Likert Scale 1-Strongly Agree to 5-Strongly Disagree). Lastly, the same research conducted by Nikdavoodi (2012) also reported high level purchase intention toward cosmetic products among Sweden female consumers with mean score is 3.85. However, low level of purchase intention is identified by Muia *et. al.* (2018) which conducted research on counterfeit products among consumers in Kenya with mean score is 2.07. In conclusion, the level of purchase intention is determined by various

factors. One of them is the nature of the products and also the area where the research are conducted.

### 5.3.2 The Relationship of Attitude on Purchase Intention

First hypothesis was tested to examine the relationship between attitude and purchase intention. Respondents were asked to rate their personal perception (attitude) toward the usage of the cosmetic products. Based on the result of the data analysis using Correlation Analysis, it shows that there is positive relationship between attitudes and consumer's purchase intention. It indicates that attitude is one of the factors which will predict the intention of consumer to buy a product.

This finding is aligned with the previous research on the same cosmetic product which was conducted in the Malaysia and other countries. For example, in Malaysia, the result is aligned with Meng (2014) who carried out a research among female students in Universiti Utara Malaysia (UUM) confirmed that attitude is one factors influencing purchase intention towards halal cosmetic products. The same findings by Ahmad (2016) and Hague *et. al.* (2018) which also conducted research on the cosmetic products also concluded that attitude has relationship with consumer purchase intention, especially for Malaysian's consumers. In the context of other countries, Nikdavoodi (2012) who conducted research among Sweden female consumers, Haro (2018) who conducted research among female consumers in Indonesia, and Ansari (2015) who carried out the study among Pakistan female consumers, they concluded that attitude has relationship with consumer purchase intention.



### 5.3.3 The Relationship of Subjective Norm on Purchase Intention

Second hypothesis was tested to examine the relationship between subjective norm and purchase intention. Respondents were asked to rate their perception of the people who influence their behavior toward the usage of the cosmetic products. Based on the result of the data analysis using Correlation Analysis, it shows that there is positive relationship between subjective norm and consumer's purchase intention. It indicates that subjective norm is one of predictor which influences the intention of consumer to purchase cosmetic products.

This finding is aligned with the previous research which was conducted by Nikdavoodi (2012) which suggest that consumer innovativeness toward cosmetic will influence consumers' purchase intention on the new cosmetic products. The same findings by Kim and Chung (2011), Zhang *et. al.* (2018), Rachbini (2018), Muia *et. al.* (2018) which also identified those subjective norms will have a positive influence on the consumer's intentions to buy a product.

### 5.3.4 The Relationship of Consumer Innovativeness on Purchase Intention

Third hypothesis was tested to examine the relationship between consumer innovativeness and purchase intention. Respondents were asked to rate their innovativeness toward the usage of new cosmetic products. Based on the result of the data analysis using Correlation Analysis, it shows that there is positive relationship between consumer innovativeness and consumer's purchase intention. This result indicates that the innovativeness of the consumer to adopt new technology or try new product/services will influence their intention to purchase a product.

This finding is aligned with the previous research which was conducted by Nikdavoodi (2012) which suggest that consumer innovativeness toward cosmetic will influence consumers' purchase intention on the new cosmetic products. The result also aligned with other previous research in different products. Neckel and Boeing (2017) and Shahaliza *et. al.* (2018) identified that purchasing adoption process is influenced by consumer innovativeness, thus it will lead consumer to decide in buying the product.

#### 5.3.5 The Relationship of Brand Awareness on Purchase Intention

Fourth hypothesis was tested to examine the relationship between brand awareness and purchase intention. Respondents were asked to rate their awareness toward the cosmetic brands. Based on the result of the data analysis using Correlation Analysis, it shows that there is positive relationship between brand awareness and consumer's purchase intention.

This finding is aligned with the previous research conducted by Meng (2014) which concluded that there is a positive relationship between brand awareness toward consumer's purchase intention on halal cosmetic products among female consumers in Malaysia. It also aligned with the same result acquired in different country, Perrera and Disanayake (2013) who conducted research on foreign makeup product among Sri Lanka female consumers derived with conclusion that brand awareness, brand association and brand perceived quality having a high influence on consumers buying . On different product context, the same findings proven by Chi *et. al.* (2009) and

Malik *et. al* (2013) which identified that brand awareness and brand loyalty have strong positive association with purchase intention.

Based on the result of this analysis and supported by previous researches, it can be concluded that consumers' ability to identify and memorize a brand in a certain product category will influence their intention to buy or not to buy a product. Thus, this is very important for a company to ensure their products are easily identified and memorized by consumers through right marketing strategy.

#### 5.3.6 The Effect of Attitude, Subjective Norm, Customer Innovativeness and Brand Awareness on Purchase Intention

Based on Multiple Regression Analysis' result acquired in the chapter 4, it can be concluded that all independent variables (attitude, subjective norm and consumer innovativeness) significant influence toward the dependent variable (purchase intention) which identified by  $p < .000$ , except for subjective norm which has  $p > .000$ . This indicates that purchase intention of cosmetic product is not significant influenced by subjective norm.

The Coefficient analysis result also presents that the most influence factor of purchase intention of cosmetic product is consumer innovativeness ( $\beta = .348$ ), followed by attitude ( $\beta = .290$ ) and lastly by brand awareness ( $\beta = .214$ ).

In addition, the result also demonstrates that 39.2 % of dependent variables (purchase intention of cosmetic product) are influenced by independent variables (attitude, subjective norm, consumer innovativeness and brand awareness).

#### **5.4 Research Implications**

This research examines the relationship and effect of the independent variables which are attitude, subjective norm, consumer innovativeness and brand awareness toward the dependent variable which is the purchase intention. The result of this study may contribute for both academic and business practitioners.

From the academic perspective, this study may contribute to the existing literature review especially on the evaluating the consumer behavior which use the Theory Reasoned Action (TRA) which become the fundamental theory in understanding the consumer behavior. Even though, there is plenty of existing literature review on the Theory of Reasoned Action (TRA), however the result concluded can be vary based on the product studied or where the research conducted. In addition, the additional factors included in this research which are consumer innovativeness and brand awareness will become additional references in predicting intention of consumer to purchase or not to purchase a product.

In the other side, from the business practitioners' perspective, understanding the consumer behavior specifically consumer purchase intention is very crucial in order to gain bigger market share especially when launching a new product. This includes the cosmetic industry which predicted will be growth significantly in the next coming

years, especially in Malaysia. In addition, the arising of numbers of both local and international competitors give pressure to business practitioner to formulize the right business strategy to gain more profit and sustainability of the product itself in the market. There are many factors can be considered on when developing the right business strategy, both from internal and external perspectives. External factors such as consumer's attitude toward the product, influence of the surrounding/community which give pressure to an individual to purchase or not to purchase, how fast consumer adopt a new product and the awareness of the product brand are some of the factors which need to be measured as well by the industry players, beside the internal factors from product itself such as packaging, pricing, advertisement and etc. Thus, the findings of this study can provide the different perspectives for industry players when evaluating the consumer behaviour.

### **5.5 Limitation of the Study and Future Research Direction**

There are some limitations identified in this research from various aspects. The result of the data analysis may not represent the whole population of consumers in Malaysia, especially Petaling Jaya. Thus, the result of this study is only limited to consumers based in Petaling Jaya. It is recommended for the future research to replicate the same study in the bigger area such as Klang Valley area which covers most areas in the Selangor and Kuala Lumpur states.

Besides the area, the limitation of the respondents' gender to female consumers only does not represent the consumers' behavior of male consumers. This should be considered for the future research as well, as the trend of male consumers concern

personal grooming arise in the past decades and expect to continuously grow in the future.

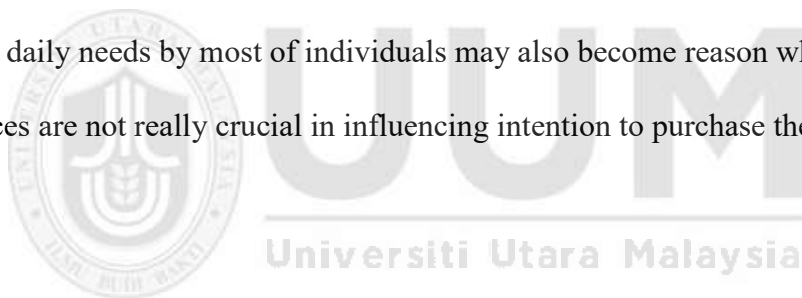
The other limitation was identified during the data collection where the respondents were misunderstanding the definition of the cosmetic which most of them assume the cosmetic are only those products which are applied on the external face such as lipstick, foundation, mascara, eyeliner, etc. The external face's product appliance is recognized as make up product. In fact, the definition according to the Guidelines for Control of cosmetic Products by ASEAN cosmetic Association, cosmetic products include all products applied on the whole external bodies not only face, such as shampoo, body lotion, deodorant, etc. Thus, it is recommended for the future research to differentiate the research specifically on the make up or personal care. Otherwise, by mentioning the range of products categorized as cosmetic in the questionnaire is sufficient to avoid misunderstanding of the cosmetic definition and to gain more accurate responses.

## **5.6 Conclusion**

In the globalization era, understanding the consumer behavior is one of the fundamental areas that should be considered by business practitioners. Failures recognizing the factors which influence consumer intention to buy or not to buy the products cause the failure to gain market share. In this study, some of those factors are examined which are attitude, subjective norm, consumer innovativeness and brand awareness. The result of the study presents that these factors have the relationship towards the consumer purchase intention for the cosmetic products among female

consumers in the Petaling Jaya. This result answers the research questions and achieves the research objectives in the mentioned in the Chapter 1, even though not all the factors significance influences the consumer purchase intention.

Furthermore, the result also shows that purchase intention is most influenced by consumer innovativeness, followed by attitude and lastly by brand awareness; where the subjective norm does not influence the purchase intention significantly. This can be due to the most respondents are between 25 – 34 years old who are mature and most of them are full time employee which have purchasing power may not really dependent on the others' perception when buying new cosmetic products. In addition, as mentioned in the background of this study in Chapter 1 that cosmetic products now become daily needs by most of individuals may also become reason why surroundings influences are not really crucial in influencing intention to purchase these products.



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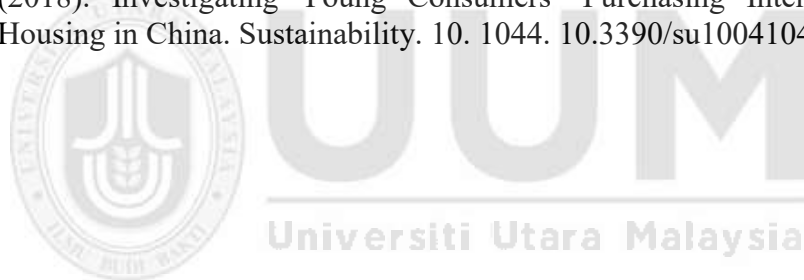


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## APPENDIX

### Appendix 1: Questionnaires

#### Part I: ABOUT YOURSELF

<p><b>Part I: ABOUT YOURSELF</b></p> <p><b>1. Your age?</b></p> <p>a. Under 18 b. 18-24 years old c. 25-34 years old d. 35-44 years old e. 45-54 years old</p> <p><b>2. Your highest education?</b></p> <p>a. No Formal Education b. Up to Secondary c. Diploma d. Bachelor's degree e. Master's degree and above f. Others, Please Specify.....</p> <p><b>3. Your marital status?</b></p> <p>a. Single b. Married c. Widowed d. Divorced</p>	<p><b>4. Your Race?</b></p> <p>a. Malay b. Chinese c. Indian d. Others, Please Specify.....</p> <p><b>5. Your Job?</b></p> <p>a. Never Employed b. Full Time Employed c. Currently unemployed d. Self Employed e. Part time f. Student g. Housewife</p> <p><b>6. Your income?</b></p> <p>a. No Income b. Less than RM 2,000 c. RM 2,000 - RM 4,000 d. RM 4,000 - RM 6,000 e. RM 6,000 - RM 8,000 f. More than RM 8,000</p>
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Part II: ABOUT YOUR COSMETIC BEHAVIOUR	1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
1. Using cosmetic products is a good idea	1 2 3 4 5
2. Using cosmetic products is wise	1 2 3 4 5
3. I like the idea of using cosmetic products	1 2 3 4 5
4. To me, cosmetic products are pleasurable	1 2 3 4 5
5. People who are important to me think that I should use cosmetic products	1 2 3 4 5

Part II: ABOUT YOUR COSMETIC BEHAVIOUR	1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree
6. People who are important to me will support me to buy cosmetic	1 2 3 4 5
7. People who influence in my behavior think that I should buy cosmetic	1 2 3 4 5
8. Most people who are important to me choose the cosmetic	1 2 3 4 5
9. Among my peers, I am usually the first to try out new cosmetic products	1 2 3 4 5
10. I like to experiment with new cosmetic products	1 2 3 4 5
11. I usually choose cosmetic with the brand I know	1 2 3 4 5
12. Brands make it easier to choose the cosmetic products	1 2 3 4 5
13. Brands influence my choice of purchase cosmetic	1 2 3 4 5
14. I prefer buying well-known brands of cosmetic	1 2 3 4 5
15. I can think of more international cosmetic brands than local ones	1 2 3 4 5
16. I can remember a number of different cosmetic brands when purchasing	1 2 3 4 5
17. I am likely to buy the cosmetic with brand that I remember best	1 2 3 4 5
18. I usually choose well-advertised cosmetic with brands	1 2 3 4 5
19. I take note of brands of cosmetic coming into the market	1 2 3 4 5
20. I usually buy the best-selling brands of cosmetic	1 2 3 4 5
21. I intend to buy new cosmetic products in the future	1 2 3 4 5
22. I am likely to buy new cosmetic in future.	1 2 3 4 5
23. I am willing to buy new cosmetic.	1 2 3 4 5